ABSTRACT OF THE DISCLOSURE

A call center includes functionality for dynamically positioning newly received calls within an established call queue. The calls are positioned within the queue based on

5   predefined service objectives for call types supported by the call center and a length of time that other calls have already been waiting in the queue. In a preferred embodiment, when a new call is received by the call center, an analysis is performed for individual queue positions within the queue until

10   a queue position is identified that meets a predetermined selection criterion. The new call is then placed within this queue position and subsequent calls within the queue are moved accordingly.